

DIVISION UNITED UPDATE



March 2021



CITY OF
GRAND
RAPIDS



KENTWOOD
Michigan

CITY OF
Wyoming
MICHIGAN

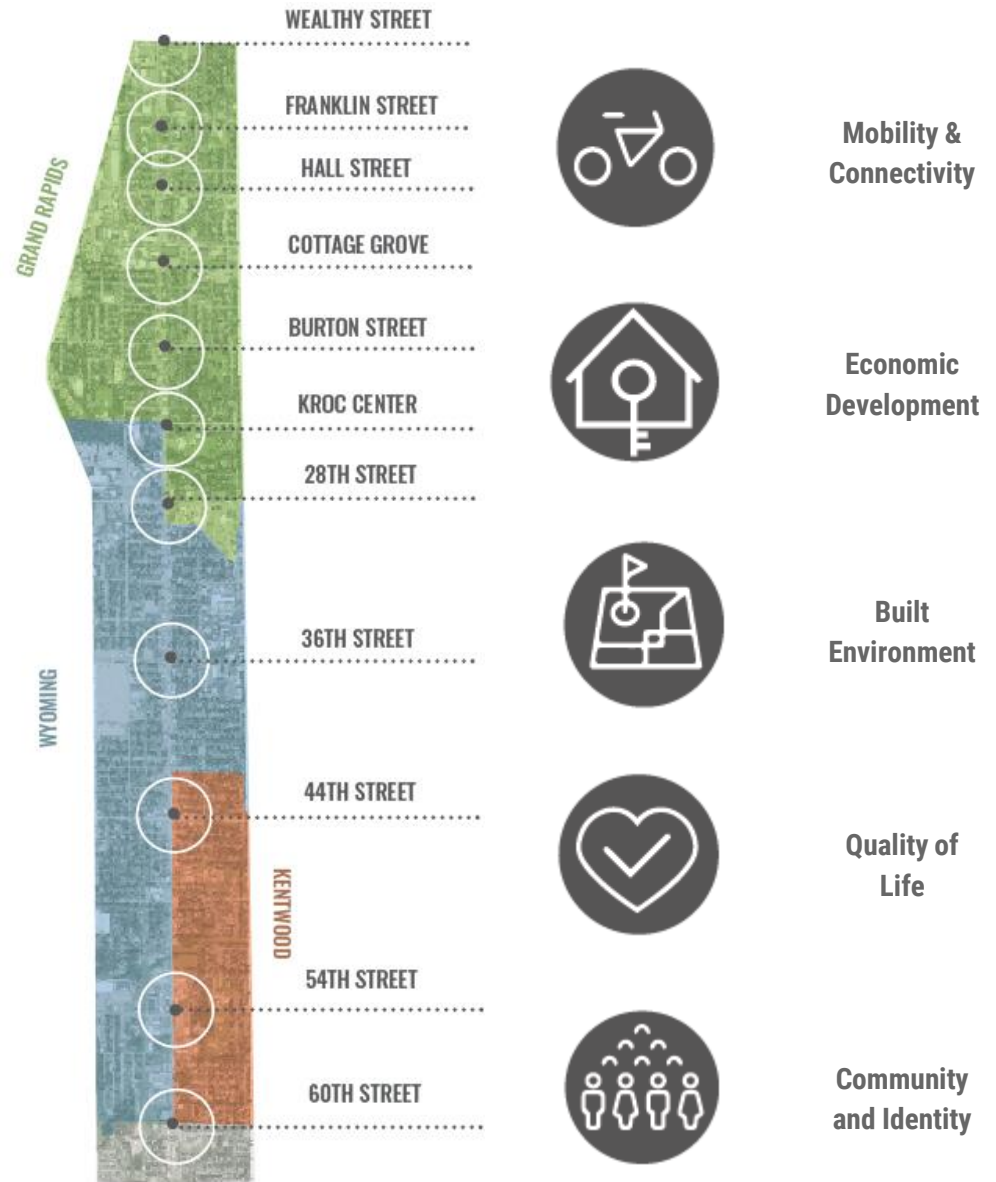
THE RAPID

What is Division United?

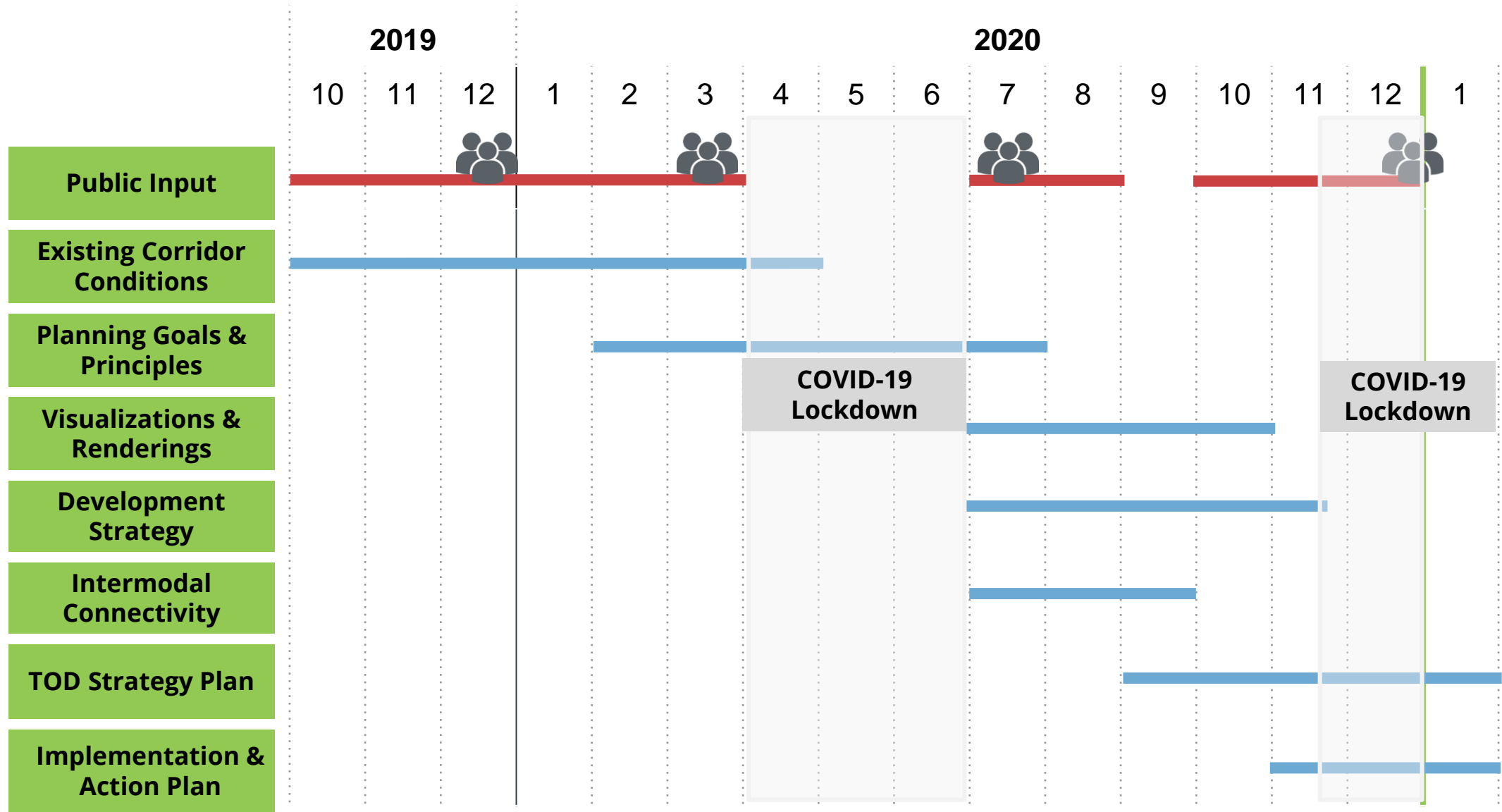
Introduction

Division United is a strategy that seeks to improve the quality of life, economic vitality, and long term character of the Division Avenue corridor by leveraging the Silver Line Bus Rapid Transit service as an agent for catalytic investment.

- Transit supportive density through transit oriented development
- Partnership between the cities of Grand Rapids, Kentwood, and Wyoming, and the Rapid
- Focus on equitable development



The Division United Process



Steering Committee Meetings

Relationship to Other Plans

Others Planning Efforts

- GR Bicycle Action Plan
- GR Vital Streets
- Grand Rapids EEDMSP
- Wyoming [re] Imagined Draft Plan
- Kentwood 2017 Non-Motorized Plan
- Kentwood Master Plan
- Fisher Station Station Plan
- Southtown Business ASP

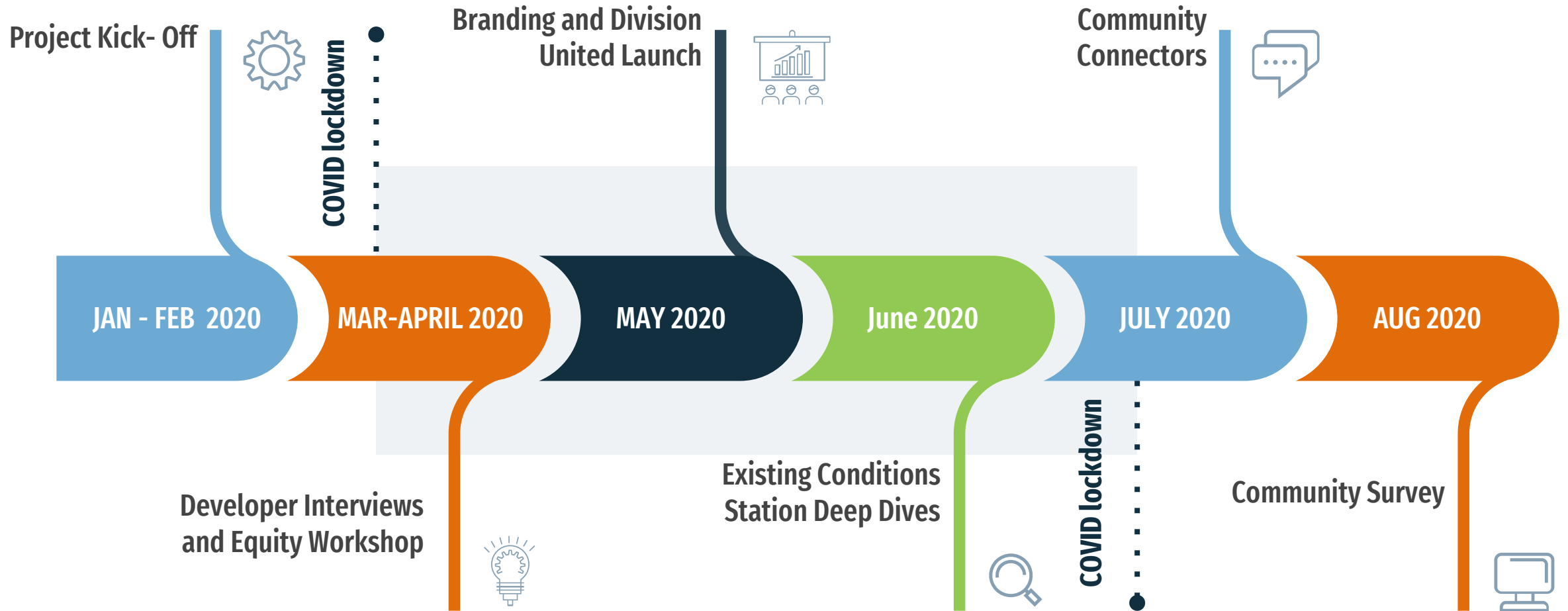
South Division Corridor Plan

- Vision for future growth along Division between Wealthy and 28th Street
- Considers community development strategies, land use, and development opportunities

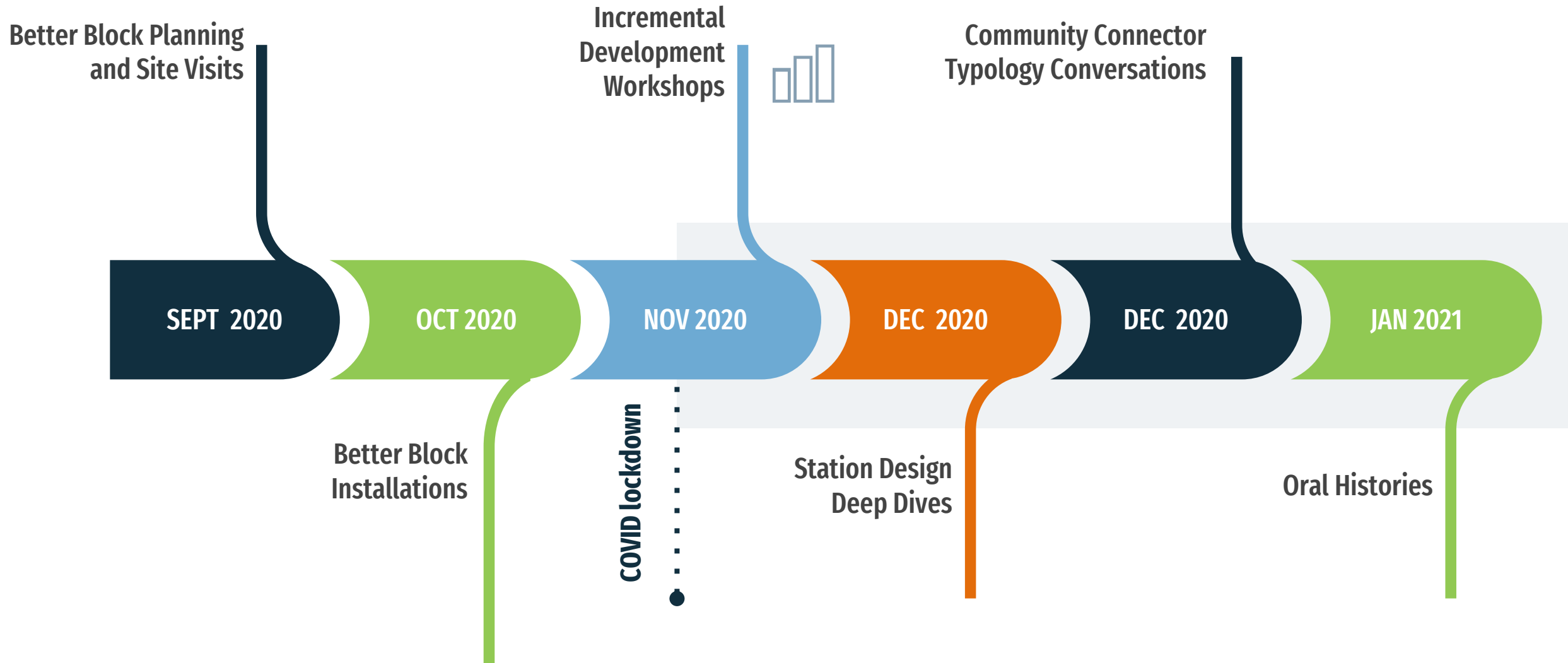
Division United

TOD Specific Vision that goes deeper and connects South Division Corridor Plan with Wyoming and Kentwood

Community Engagement Timeline



Community Engagement Timeline



04 What are the Recommendations?

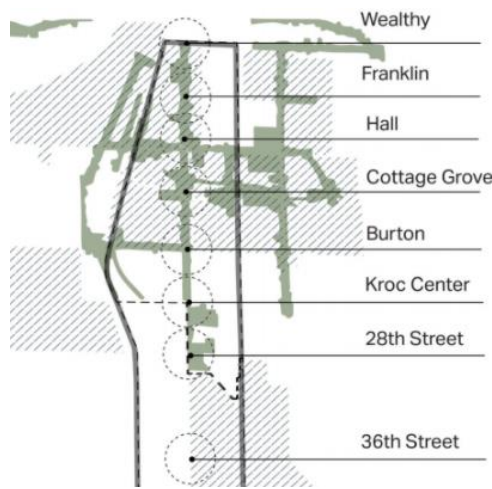
Toolkits (5)

Connectivity & Mobility Toolkit



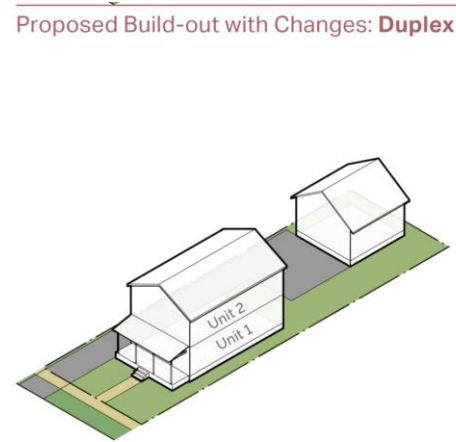
Transit, Bike Lanes, Sidewalks, Crosswalks, and other connectivity elements.

Economic Development Toolkit



Alternative financing, value capture, small scale investing, opportunity zones, and other elements.

Incremental Development Toolkit



Zoning strategies, residential density and diversification options, zoning stress tests.

Equity Toolkit



Historical narrative of the corridor, equity scorecard, tracking public engagement, and others.

Placemaking Toolkit



Beautification, celebrating ethnic cultures, creating safe environments, and other elements.

High Level Strategy Recommendations

RE-ALLOCATE ROAD SPACE

INCREMENTAL DEVELOPMENT

ACTIVATE VACANT LAND

IMPROVE AND ADD CROSSWALKS

REVISE ZONING FOR DENSITY

RESOURCES FOR LOCAL FIRST

SUPPORT NON-MOTORIZED USERS

PUBLIC SPACE FOR COMMUNITY

STATION AREA DESIGN

IMPROVE EDUCATION FOR MOBILITY

SUPPORT LIVING WAGE JOBS

INVEST IN EQUITY

ESTABLISH MOBILITY HUBS

SUPPORT DIVERSE HOUSING

CULTURAL RESOURCES ROADMAP

High Level Strategy Recommendations

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RESOURCES FOR LOCAL FIRST

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INVEST IN EQUITY

CULTURAL RESOURCES ROADMAP

Station Plans and Catalytic Sites- Burton

04. STATION AREA PLANS

MID / LONG TERM

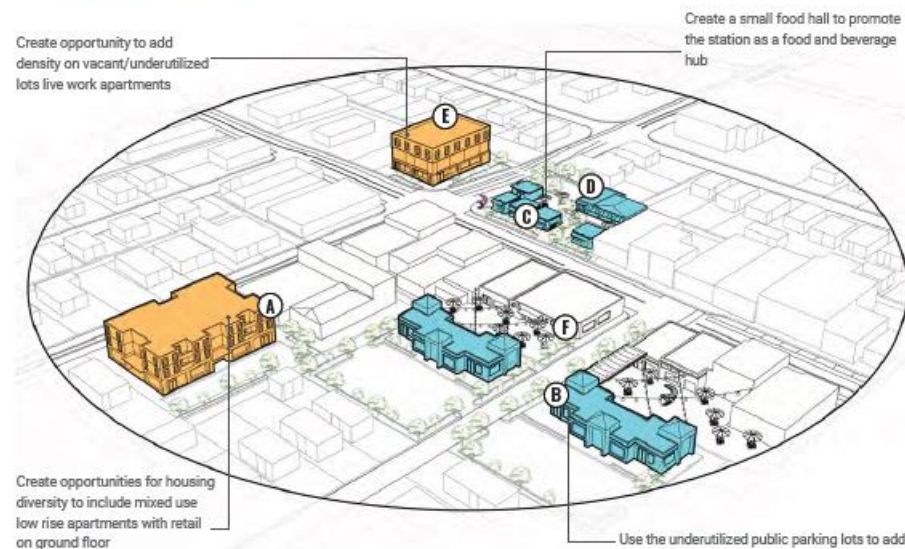


STATION AREA STRATEGIES

- SP1 Widen sidewalk & Improve Landscaping and enhance pedestrian experience
- SP2 Create opportunity to add density on vacant/underutilized lots live work apartments
- SP3 Create opportunities for housing diversity to include mixed use low rise apartments with retail on ground floor
- SP4 Use the underutilized public parking lots to add additional stores and provide opportunities for small businesses
- SP5 Create a pedestrian priority – living alley/ woonerf between the buildings
- SP6 Create public open space for small gatherings or events
- SP7 Create a small food hall to promote the station as a food and beverage hub
- SP8 Adaptive re-use of existing building into a small local retail / cafe / restaurant.
- SP9 Provide shared parking for all uses internal to lot, and away from active street.

BUILDING TYPES

Create opportunity to add density on vacant/underutilized lots live work apartments



PROPOSED ZONING STRATEGIES

A Low Rise Mixed Use Apartment



B Live Work Apartment



C Food Kiosks



D Adaptive re-use of existing building into a food hall



E Live Work Apartment



F Facade Improvements



Station Plans and Catalytic Sites- Kroc Center

04. STATION AREA PLANS

MID / LONG TERM



STATION AREA STRATEGIES

- SP1 Widen sidewalk & Improve Landscaping and enhance pedestrian experience
- SP2 Facade Improvements on few existing buildings along Division Avenue
- SP3 Re-purpose underutilized parking lots to provide seating and gathering spaces.
- SP4 Provide opportunities to host outdoor food market/event space on underutilized parking lots of the grocery stores.
- SP5 Accessory live-work unit on the underutilized lot
- SP6 Create neighborhood play areas or outdoor learning facility on the vacant lot
- SP7 Provide connections to existing trails and adjacent parks
- SP8 Create opportunity to add Housing density and diversity on vacant/underutilized - middle housing options like town-homes row-houses.

PRODUCT TYPES

BUILDING USES



Accessory Dwelling Unit



Affordable Townhomes



Low Rise Apartments

PUBLIC REALM & OPEN SPACE



Outdoor Food Market



Neighborhood Park



Outdoor Learning Space

STATION AREA



Scooter Rentals



Quality of Storefronts near Station



Streetscaping

Draft Zone 1 Connectivity and Mobility Toolkit



Transit Connections

- Dedicated bus lane on Division Avenue

Bicycle/Scooter Connections

- Buchanan Avenue to Graham Street to Ionia Avenue to continue north
- Improved continuous bicycle infrastructure on Jefferson Avenue
- Improved continuous bicycle infrastructure on Madison Avenue
- Franklin Street - Improve existing bike lanes by providing wider bike lanes and improve crossings
- Connections to SL stations at Wealthy St, Franklin Street, Canton Street/Highland Street, Cottage Grove St

Multimodal Connections

- Wealthy Street could be a street that balances transit, bicycles, and pedestrians in accordance with the Grand Rapids Bike Action Plan
- The sidewalk on Hall Street could be expanded to function as a shared path



Mid-Block Crossing

- Install a safe crossings at Green Street and Canton Street including consideration of a HAWK or other traffic signal

Highlight-Equity Toolkit

Rec # 7: Equity Scorecard

Figure 1. Philadelphia Rebuild Title VI Public Engagement Form

Philadelphia Rebuild TITLE VI PUBLIC INVOLVEMENT QUESTIONNAIRE

This form, under the Title VI of the Civil Rights Act of 1964 provides all citizens, regardless of race, color, age, gender, or national origin, the opportunity to participate in and respond to planning efforts, programs, and activities that may affect their community.

To ensure that we are reaching this objective, we ask that you voluntarily provide us with information about your race, ethnicity, gender, age and language spoken. Providing this data allows us to monitor our compliance with federal nondiscrimination laws and will not be shared publicly.

Philadelphia Rebuild's Project Coordinator will handle the information gathered as confidentially as possible. For further information, please contact

Please print your responses:

Project/Meeting Name:

Date (Month, Day, Year):

Location of the Meeting (Address):

How did you travel to this meeting? (Please circle all that apply)
Car Bus Rail Trolley Bicycle Walked Other_____

How did you find out about this meeting? (Please circle all that apply)
Program Website Project Website Listserv Blog Flier Newspaper Other_____

Did you find the meeting location to be accessible? (For purposes of location or disability)
Yes _____ No _____ (If no, please explain)_____

Name:

Gender (Please circle) Male/Man Female/Woman
TransMale/Transman TransFemale/Transwoman Gender Variant/Non-Conforming Specify_____ Decline to Answer

District/Zip Code:

Email or Mailing Address:

What is your race/ethnicity? (Please circle as many as apply)
African American/Black American Indian/Alaskan Native Asian/Pacific Islander
Caucasian/White Hispanic/Latinx Middle Eastern
Other_____

What is your age? (Please circle) Below 18 years 18-24 years 25-34 years 35-44 years 45-54 years
55-69 years Above 70 years

What is your primary language spoken at home: (Please circle one) English Spanish Chinese
Vietnamese French/French Creole Hindi Russian Arabic Other (please specify)_____

Comments/Concerns regarding this meeting or the project:(please write additional comments on back of page)

___/___ Add up scores below for Equitable Economic Development Practices Score

Score	Give each criterion on a scale of 1 (low) to 5 (high)	Responsible Sector (Developer/Community/Gov't)
___/5	How well does the project create and support opportunities for incremental development?	
___/5	To what extent does the project add or maintain density to promote better emerging amenities such as housing, jobs, business, education, and green space?	
___/5	To what extent is a social impact assessment used to access impacts on environmental health, economic prosperity, and social vitality?	
___/5	How well does the project prioritize the health and safety of people using the roads and public space? Examples include adding or widening sidewalks, adding bike lanes, including trees, benches, and other amenities	

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Next Steps for Division United

